

1. A fixing label with an adhesive front face and a nonadhesive rear face and also two long edges for flying splice, having
 - a) a paper backing (F1) which is coated on one side on the front face with a self-adhesive composition (N1),
 - b) part of the nonadhesive rear face of the paper backing (P1) being equipped with a double-sided adhesive tape (DO) which has, on one side, a cleaving paper backing (PZ) coated on both sides with self-adhesive composition (N2, N3), wherein
 - c) the double-sided adhesive tape (DO) is arranged at a distance (V) of from 0.5 to 15 mm from one long edge (LK) of the adhesive tape.
2. The fixing label as claimed in claim 1, wherein the distance (V) is from 1 to 7 mm.
3. The fixing label as claimed in claim 1, wherein the distance (V) is from 1.5 to 3.5 mm.
4. The fixing label as claimed in claim 1, wherein the self-adhesive compositions (N1, N2, N3) are pressure sensitive adhesive compositions based on acrylates or rubber.
5. The fixing label as claimed in claim 1, wherein the self-adhesive compositions (N1, N2, N3) are water soluble pressure sensitive adhesive compositions based on acrylates.
6. The fixing label as claimed in claim 1, wherein self-adhesive composition (N1) is lined with a release material (L).
7. The fixing label as claimed in claim 6, wherein the release material (L) is provided with a slit (SC).

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 - b) part of the nonadhesive rear face of the paper backing (P1) being equipped with a double-sided adhesive tape (DO) which has, on one side, a cleaving paper backing (PZ) coated on both sides with self-adhesive composition (N2, N3), wherein
 - c) the double-sided adhesive tape (DO) is arranged at a distance (V) of from 0.5 to 15 mm from one long edge (LK) of the adhesive tape.
2. The fixing label as claimed in claim 1, wherein the distance (V) is from 1 to 7 mm.
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4. The fixing label as claimed in claim 1, wherein the self-adhesive compositions (N1, N2, N3) are pressure sensitive adhesive compositions based on acrylates or rubber.
5. The fixing label as claimed in claim 1, wherein the self-adhesive compositions (N1, N2, N3) are water soluble pressure sensitive adhesive compositions based on acrylates.
6. The fixing label as claimed in claim 1, wherein self-adhesive composition (N1) is lined with a release material (L).
7. The fixing label as claimed in claim 6, wherein the release material (L) is provided with a slit (SC).

8. The fixing label as claimed in claim 7, wherein the slit (SC) is arranged at a distance of from 15 to 40 mm from the long edge (LK2) of the fixing label which is opposite the long edge (LK1) in whose vicinity the double-sided adhesive tape (DO) is arranged.
9. The fixing label as claimed in claim 1, whose width (A+B) is 35-120 mm, especially 40-80 mm, and whose length is 35-120 mm, especially 40-80 mm.
10. The fixing label as claimed in claim 1, wherein the double-sided adhesive tape (DO) is from 3 to 20 mm, in particular from 6 to 12 mm, wide.
11. The fixing label as claimed in claim 1, wherein the cleavage strength of the paper backing (P2) is from 20 to 70 cN/cm, in particular from 22 to 60 cN/cm, very particularly from 25 to 50 cN/cm.
12. A splicing method in which at least one fixing label as claimed in any of claims 1-11 is partly stuck behind the topmost paper web of a paper roll, while the double-sided adhesive tape on the reverse face of the label is for its part stuck to the web beneath it and thereby secures the topmost paper web, first only part of the release material possibly located on the self-adhesive composition being pulled off, so that that part of the self-adhesive composition needed for the splicing method is still covered with release material and, in this state, the paper roll has no free adhesive area, after which, in order to prepare for the splicing method, any remaining release material still present is removed, whereupon the new paper roll equipped in this way is placed beside an old roll which has been almost completely unwound and is to be replaced, and is accelerated to the same rotational speed as said old roll and is then pressed against the old paper web, the exposed self-adhesive composition of the fixing label sticking to the old paper web, with substantially equal speeds of the paper webs, while at the same time the cleavable paper backing cleaves and, with its residues, nonadhesively covers both self-adhesive compositions which were coated on it.